

Module Description Academic Writing & Business Ethics

Identifier	Category	Details / Content
General Information		
1.1	Module name	Academic Writing & Business Ethics
1.2	Contained courses	Academic Writing & Business Ethics
1.3	Module code	MSB.2.0161.0.M
Timing		
2.1	Frequency of offer	Summer and Winter semester
2.2	Attend in which semester	1st semester
Link to study programs		
3.1	Offered in study program	Master International Marketing and Sales
3.2	Mandatory courses in module or Electives	Mandatory
Workload		
4.1	Lecture form	Seminarian lessons / work with case studies
4.2	Contact time	4 semester weekly hours = 60 hours per semester
4.3	Self-study time / Project Study	120
4.4	Total workload	180
4.5	Workload in credits	6 ECTS
Intended learning outcomes & learning content		
Intended learning outcomes		
5.1	ILO AWBE 1	Graduates can understand difficult texts on ethical, general or subject-specific topics with a broad vocabulary (such as scientific papers/ lectures), provided in in authentic situations, and can elicit implicit and explicit information from them and formulate research questions for a research proposal
	ILO AWBE 2	Graduates can understand a wide range of idioms, stylistic phrases and colloquial expressions and can correctly assess style levels.
	ILO AWBE 3	Graduates can speak fluently, can talk about ethical topics in their area of study and work, and express their opinions.
	ILO AWBE 4	Graduates can formulate their own ethical position precisely and clearly in discussions and meetings, argue convincingly, and react to complex arguments of others.
	ILO AWBE 5	Graduates can provide clearly structured, addressee-related presentations or moderations from their field of expertise, using digital and graphic materials, and respond spontaneously to questions from the podium.
	ILO AWBE 6	Graduates can express themselves in clear, correct and well-structured texts on ethical and subject-specific topics, expressing their point of view in a confident and addressee-specific manner.
	ILO AWBE 7	Graduates can develop, draft and formulate comprehensive texts of both academic and professional nature to suit specific recipients.
	ILO AWBE 8	Graduates can critically evaluate scientific sources and use different ways of citation safely.
	ILO AWBE 9	Graduates are able to deal appropriately with ethically demanding, intercultural issues as well as with the cultural conditions of different target countries.
	ILO AWBE 10	Graduates are able to independently develop their cultural, study and job-related knowledge and skills in the target country.
Learning content		

Contribution of module ILOs to study programme ILOs

(only most relevant contribution is highlighted)

→	K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.
→	S1	Graduates can effectively communicate in English or in the teaching language of their study abroad country on advanced academic and professional level , oral and in writing, in person and using a range of media and communication systems, which are widely used in business. They can precisely represent their own views and convictions in discussions in a natural - looking manner and act and react in socially adequate ways in intercultural, negotiation and ethically demanding situations .
→	K4	Graduates can discuss values of global social responsibility and ethical demands placed on them in the course of their business or research activities as international marketing & sales managers
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→	K3	Graduates can conduct research into business and management issues, either individually or as part of a team for projects / thesis / presentations. They can apply research methods appropriate to the research question, critically evaluate the quality of their work and scientific contribution and create a publication-ready Master's thesis.
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→	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.

5.2	Learning content 1	The courses of the module impart scientific, ethical and technical language knowledge and linguistic strategies which are used to accomplish tasks in the areas of: - Marketing and Sales - Management and Corporate Culture - Strategic Management - Project Management - Information Management and Surveillance - Automation and AI - CSR and Sustainable Business
	Learning content 2	In the context of the subject matter of each lesson, the topics introduce students to the practice of selected industries in the destination countries. Furthermore, cultural knowledge about the political, socio-cultural and economic conditions of these countries is imparted. This includes intercultural issues in ethical decision-making.
	Learning content 3	On the basis of authentic texts (e.g. expert statements, material from organisations, articles from academic journals and textbooks), global and detailed linguistic understandings are trained. The vocabulary training is systematically structured, and study and job-relevant working techniques such as the writing of statements, analyses, scientific texts, etc. are practiced. Strategies of context-appropriate verbal and written communication in study and work are trained on the basis of tasks and exercises which can be expected from practice: in the context of the different fields within business ethics, case studies, presentations, discussions, negotiations, etc. are simulated, in which facts are presented, solutions proposed, alternatives discussed, and decisions made. In addition, tasks are provided which train the drafting of formally correct, addressee-specific and communicatively effective professional or academic texts.
	Learning content 4	Finally, students are expected to give an extensive, media-based presentation or moderation followed by a discussion, using the acquired ethical and specific language skills as well as linguistic strategies of speaking and moderating.
Requirements & examination		
6	Participation requirement	Proof of B2 level (CEF) in the according language, preferably with a business focus
7.1	Requirements for the award of credit points	Regular attendance (min. 80% during semester), passing all assignments with at least 4.0 ("pass")
7.2	Assessment method	Moderation, Presentation (25%); Written assignment (e.g. research paper) (75%)
7.3	Requirements for admission to the examination	
7.4	Importance of the mark for total mark	5% (6 ECTS out of 120 ECTS)
8.1	Lecture language	English, Spanish, French
8.2	Module supervisor	Cathrin Ruppe, M.A.
8.3	Lecturers	Cathrin Ruppe, M.A. Anibal Diaz Alvarez M.A. Isabelle Morvan, M.A.
8.4	Maximum number of participants	25 per language group
8.5	Supplementary information	The training in the language courses of the module "Academic Writing & Business Ethics" is based on the qualification objectives of the Common European Framework of Reference (CEF) for the level C1 ("Effective Operational Proficiency") as well as on the agreed objectives of the UNICert® Level III, which is the "recommended mobility level for academic stays abroad" in the UNICert® Framework.
Recommended reading		